**PROMOTIONAL CAMPAIGN EVALUATION**

For a useful analysis of your promotional campaign's success, consider the following criteria:

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| SALES FIGURES |
| 1. Percentage growth following the campaign (%) 2. What requirements did the percentage meet? 3. What is the increase in sales revenue? 4. Other reasons for increased revenues not associated with advertising for example economic boom |
| MARKETING GOALS |
| 1. Evaluate original marketing goals 2. Are you in the correct market? 3. Is it the most profitable market for the company 4. How much has the company market share increased? |
| ADVERTISEMENT CONTENT |
| 1. What do the company adverts communicate to the public 2. Are the adverts fulfilling their purpose 3. Does the target market respond to the central market |
| MEDIA MIX |
| 1. Which medium proves to be the most successful 2. Is the audience reached often enough  Compare sales and inquiries that each medium generates (there may be a little ambiguity here—a customer may be acting on a direct mail coupon but already feel comfortable with your company due to radio ads): |